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EFFICIENCY OF ATL AND BTL MARKETING IN SOCIAL BLOG NETWORKS

As we know, advertising in social blog networks (SBN) becomes more popular. That's why in appeared networks as "Facebook", "Vkontakte" and "My Space" we can see a lot of commercial every day. This gave us a want to study the effect of this kind of advertising in both of its sub-types ATL and BTL. In result our issue was to receive the understanding of ATL and BTL effect, their indexes of measurement and the best percentage of their usage together.

To discover the effect from commercial in SBN we used known in world of Internet advertisements measure - CTR (clicks through rate). This index is counted in such way:

CTR = *amount of clicks/1000 shows* * 100. It is measured in percents. CTR is the best index to show the performance of any commercial and it is also widely used in its evaluation in SBN. Our task was to understand the effective rate of CTR for SBN. After analyzing the list of experts opinions we came to conclusion that effective rate must be minimum 0,5%.

In the same time we studied the data in aspect of BTL and ATL commercial and their CTR. The most of experts are saying that for ATL minimum CTR in SBN must be at least 1% to make advertising campaign successful. Talking about SBN of Russian market ("Vkontakte", "Odnoklassniki") we think that they already have such rate of CTR. The specialists say that it is about 0,5-0,7% for ATL and 1-2% in case of using the right targeting. For example we think that in such way SBN "Vkontakte" can earn 5-7\$ mln. per year.

We also studied the format of ATL in SBN. First explorers in this sphere were "Face Book" and "My Space". Their aim was to make creative conditions for advertisers. In result designers created a "contextual advertising". It was effective because most of SBN users entered these web platforms for entertainment, but not for goal of buying something.

Talking about BTL in SBN, we can admit that it is mostly used in form of

“spam marketing”. It means that users receive spam messages, spam invitations for meeting and to groups. One more way of spamming is creation of attractive features user (spam bot), who attracts hundreds and in many cases thousands of other users. After gathering the amount of friends in address list begins spamming process.

CTR of BTL in SBN varies greatly and depends on targeting. We met lots of information about CTR of SBN and came to conclusion that it can be from 0,7% to 9,6%. Market of BTL in SBN is mostly in “dark”. Lots of users propose to develop new groups, societies, personal accounts and meetings in SBN.

To our mind BTL is not as effective as ATL in SBN because of its spam format. This begins to bother users after the first contact and makes BTL not constant. Nevertheless BTL is also widely used in small and middle commercial campaigns.

The last step of our research was to find the effective proportion between ATL and BTL in SBN. After analyzing the data we came to result as 2/3 of marketing budget in SBN must be spent for ATL and other part for BTL. This gives the optimized usage advertising in SBN.

Concluding the information written before, we want to summarize, that such kind of advertising becomes effective from year to year. We think that market share of ATL and BTL in SBN will increase and become a future source of advertising. The period in which it all will happen by our broadcasting is 15-20 years. We hope that the information written upper was useful and lightened more things about SBN marketing.